

# The Sea Coast Echo

Bay St. Louis, Miss. Thursday, Dec. 30, 1954

Vol. 63 - No. 52

## St. Joseph's Academy Set For Its Hundredth Anniversary Celebration Here January 6th



FIRST CONVENT—The building above was the first St. Joseph Academy in Bay St. Louis. The Academy is preparing the celebration of its 100th anniversary.

The Reverend Mother Jeanne Audoux, Mother General of the Sisters of St. Joseph of Bourg, will head a list of distinguished visitors who will attend the centennial celebration of St. Joseph's Academy here on January 6th.

The Reverend Mother was for many years headmistress of the famous boarding school near Joulouge, Paris, prior to her election as Superior General.

Her companion in this visit to America is Mother Jeanne de Chantal, Provincial of the Paris-Switzerland area.

Visitors from the northern province will include Mother Raphael of Jesus, from Crookston, Minnesota, Provincial of the Northern Province in America and Mother St. Marie, Superior of the Hospital in Park Rapids, Minnesota.

From the Ohio district will come Mother Mary Frances, Superior at Mt. Washington; Mother Elizabeth of Fontbonne; Mother Margaret Mary, from Russell Point, Ohio, as well as the Principals from St. Thomas Moore and Guardian Angels Schools in Cincinnati.

Completing the list of guests will be the Sisters from New Roads, New Orleans; Baton Rouge and Grand Coteau, headed by Mother Mary Irene, present Provincial, her assistant, Mother Mary Alice and Mother Mary Anthelma, former Provincial.

Following is the program of the day's events:

Thursday, January 6, 1955  
The Blessing of St. Joseph Statue - 10:00 A. M.

Procession from Academy to Church of Our Lady of the Gulf, Pontifical Mass, 10:30 A. M.

Celebrant, Most Reverend R. O. Gerow, S. T. D., Bishop of Natchez.

Sermon, Most Reverend M. Seccanayder, D. D., Auxiliary Bishop of Lafayette.

His Eminence, Thomas Cardinal Tien, S. V. D., Presiding.

His Excellency, Most Reverend Joseph Francis Rummel, S. T. D., Archbishop of New Orleans.

Honor Guest, Choir, S. J. A. High School Students; Director, Rev. H. P. Jensen, S. V. D.

Organist, Professor Hammersbach.

Honor Guard, Monsignor A. J. Gmelch, General Assembly, K. of C.

Banquet by invitation for the Clergy, Reed Hotel, 12:30 p. m.

Banquet for visiting Sisters, 12:30 p. m.

Buffet Luncheon for parents and Alumnae, S. J. A. Memorial Hall, 12:30 p. m.

Open House for visitors, 2:00 to 4:00 p. m.

## Mrs. Katie Ripple Sweepstakes Winner in Garden Club Contest

Mrs. Katie Ripple of Aiken Road was the sweepstakes winner in the Garden Club Christmas lighting contest, judged on December 26th, her doorway and living wreath both taking prizes.

The Ripples' who have trained ivy about a wire frame outside their home, lighted this for the holidays. The judges in the contest gave this pretty decoration a prize since no porch trees entered in the contest were lighted when the judging committee made its choices.

Other winners in the contest were Mrs. J. A. Breland of Highway 90 who had the best overall decoration according to the judges; Mrs. Evelyn Monti Favre of Hancock Street for the best living tree and the Misses Henrietta and Veronica Mohr of deMontuzin Street for their picture window which held a Christmas scene.

A ride around the Bay, Waveland and Pass Christian was a treat for the judges and those just out for a pleasure drive during the holiday season.

Many of the homes and businesses, whether entered in the contest or not, were a gala sight.

deMontuzin Street in Bay St. Louis and the Beach road in Pass Christian were particularly choice locations for those who wanted to see a variety of lighting and decoration treatments outside the homes.

One of the simplest, most effective lighting effects was achieved at the Maumus home on South Beach, where two small red Christmas bulbs appeared to wink from the second floor of the darkened home.

ment of lights and greenery surrounding the doorway of the Dan Russell home, with the green and red lights alternated in individual nests of leaves.

A brightly spotlighted doorway at the home of Mrs. Edmond Fahey was decorated to resemble a Christmas card and bespoke greetings to their friends and passersby.

And at the T. F. Monti home, the Christmas highlight was the lighted shrine in their yard, surrounded by its natural growth of greenery.

Old fashioned wreaths were shining in the front of the Bob Genin home on Carroll Avenue and the most modern of decorations was the elegant, golden, bare-branched tree fronting the Van Horn home in Pass Christian.

There was a big Christmas star, centered with an angel at the George Horton home and a blue sunburst effect in the picture window of the Charlie Carter home.

One of the largest living trees was the one in the yard of the P. J. Treutels, this one towering in a fashion reminiscent of the giants in Rockefeller Center.

Santa himself made a pretty red and white lighted picture backed by the front door of the Andrew Spotorno home.

## Byrd Loses One Cow; Finds Two

Monday afternoon Charles Byrd's cow wandered away from her home on Julia St. Two days later she was found with a new calf.

She wandered off after Mr. Byrd let her out of her pen to get some water.

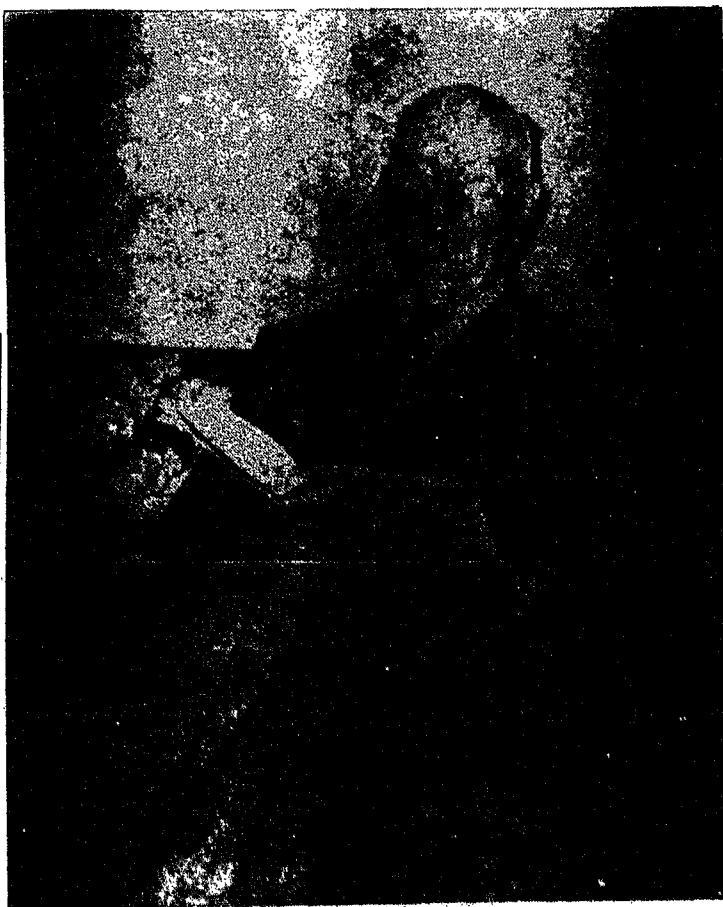
Mr. Byrd feared that with all the rain the calf would die. So he started looking at about 5:30 Monday evening, but he couldn't find her. Later that night he took a flashlight and, with his two sons, again searched the woods, but still no cow. All day Tuesday he looked with no luck. By Wednesday he had almost given up hope of ever finding her. He took his car and rode around the block for the last time.

That was when he found her tracks. He followed them and found her with her calf. He put the calf in the back of his jeep and brought her home.

## New Garbage Hours Friday

Garbage collections will be made between 6 a. m. and noon in Bay St. Louis this Friday only, Commissioner J. Cyril Glover announced.

These hours hold for this Friday only. Regular hours will be resumed afterward.



NEW SCOUT CHAIRMAN—Dr. R. C. Stewart of Pass Christian, was installed as the new chairman of the Bay-Pass Boy Scout District at the regular monthly meeting of the executives Monday night.

## Many Prizes Free For County's First Baby of '55

The Stork and local residents are getting together to open 1955 with a contest.

The first baby born in Hancock County in 1955 will be the happy recipient of a dozen gifts. All of the valuable aids to the first months of the baby's existence.

Hancock County baby can win, as long as his parents are residents here. He must be born elsewhere in the state.

To avoid confusion, a sign at a statement of date, time of birth, weight and names of the winners.

The winner has been designated by a drawing of names. Parents may go to the contest to see the winners.

The prizes include a baby food can, a silver spoon, a photo of the baby, a birth announcement, a photo of the baby, a birth announcement, a photo of the baby, a birth announcement.

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## Stricken Families Bounce Back With Xmas Aid

With the aid of the welfare department, the American Legion and many individuals, the two families that were driven out of their homes by flames are gradually getting back on their feet.

Dennis and Laura Favre and their children, one of the stricken families, have moved to a house on St. John Street, where they are staying free of charge.

People gave them tables, beds, chairs and money. But they still need many other household furnishings.

Ida and Allen Coe, the other couple, are living in the housing project. Their first month's rent has been paid by the American Legion.

All the furniture that they needed has been given to them.

The Hancock County Welfare Department is taking in donations for both families.

They lost their home, when the house they were living in on St. George Street, was completely destroyed by fire a couple of weeks ago.

No furniture or clothes could be saved. Everything was lost. But the people of Bay St. Louis, showed them that there were many hidden Santa Clauses in the town.

## Elects Officers

The Bay Chapter No. 129 of the Order of the Eastern Star held its annual election of officers on December 9. These will be installed on Thursday, January 6 at 7:30 p. m. The installation is public.

## Scout Executives Hold District Meeting, Monday

The Boy Scout Executives of the Bay-Pass District of the New Orleans Area held its monthly meeting Monday night at the R. E. A. Building.

Dr. R. C. Stewart of Pass Christian took over his duties as the newly elected chairman of the district. He succeeds L. S. Pahlman, retiring chairman.

Other officers are as follows: J. W. Watts, Vice Chairman; M. L. Hill, chairman of Advancement; L. S. Pahlman, chairman of Camping and Activities; H. L. LeTissier, chairman of Finance; Jack Lang, chairman of Health and Safety; Dec Elliott, chairman of Leadership and Training; Carl Arnold, chairman of Organization and Extension; T. G. Stechman, district commissioner.

Plans and goals were set for 1955. Among the year's activities will be a test camporee at Camp Salmen, January 7-8 with one unit from the Bay District participating.

Next Court of Awards to be held in March and the next regular meeting dates have been changed to the 3rd Monday of each month instead of the fourth Monday as heretofore.

The New Orleans Area Annual Council Dinner will be held Jan. 27 in New Orleans.

Those attending the meeting were Dr. R. C. Stewart, J. W. Watts, Jr., M. L. Hill, L. S. Pahlman, Jack Lang, T. G. Stechman, L. S. Elliott, Che DeMetz, Father Leonard, Fred Fayard, Sr., T. F. Monti, James Fillingame and Jimmy Foss, New Orleans Area Field Executive.

## Scouts Given Xmas Parties

The Explorer and Boy Scouts of Troop 217 of Bay St. Louis were given Christmas parties last week.

The explorers were guests at a chicken dinner held at Ray's Drive In, Monday.

Besides the members of the troop, adults who attended the party were Rt. Rev. Monsignor A. J. Gmelch, Pastor of Our Lady of the Gulf Church, Father Leonard, Jake Morreale, Fred Fayard, Sr., and T. F. Monti.

The Boy Scouts were feted at a party held in the scout house, Tuesday. Refreshments were served and gifts given to each boy present.

## Proclamation

The holiday season is nearing its close and the custom New Year's Day being the first day of the year has been universally declared a holiday, and New Year's Day of this year is Saturday - a half day business in the City.

BE IT HEREBY PROCLAIMED that the City of Bay St. Louis shall set aside the period beginning Friday, January 6, 1955 and extending to and including Sunday, January 9, 1955, to be observed as such by the business and professional community of the City, wherever possible.

BE IT RESOLVED AND ORDERED that the City of Bay St. Louis shall close their doors for the above period.

WITNESSED the 28th day of December, A. D. 1954, J. Cyril Glover, Mayor Pro Tem, City of Bay St. Louis, Miss.

Attest: J. C. Commissioner, Bay St. Louis, Miss.







**EAST ECHO PHOTOGRAPHER ESCORTS SANTA THRU BAY XMAS EVE**



—Visitors to the Almer D. Iehls, Jr., and family were Mrs. Iehls' parents, Mr. and Mrs. W. R. Rogers, of Jackson, Tennessee. While here they visited in New Orleans, Baton Rouge and Gulfport. They returned home Monday.

—Mr. and Mrs. Albert D. Biehl, Sr., spent Christmas in New Orleans.

—Captain Charles Van Trier spent two days at home during the pre-Christmas week after returning from a four month voyage to Port of Spain, Trinidad, Rio de Janeiro and Santos Brazil, and Port Sydney Nova Scotia, Canada.

—Mr. and Mrs. F. J. B. Triemer announce the birth of a baby boy, Michael, at King's Daughters Hospital. The Triemers are the proud possessor of a family heirloom cradle which young Mike is using, following the custom in Mr. Triemer's family.

—Pvt. George W. Day left Thursday from Camp Kilmer, N. J. for overseas duty. He is the son of Mrs. Chris Ladner of Lakeshore, Miss., and formerly stationed at Fort Jackson, S. C.

—Mr. and Mrs. Louis Wyman entertained guests Christmas week. They were Mrs. Carrie Lee Cowart of Philadelphia, Pa., Mrs. L. T. Alford of Ponchatoula, La., and Mr. and Mrs. J. R. LeBone of New Orleans.

—Carolyn Langebacker and Mr. and Mrs. C. C. Presly were recent guests of friends and relatives in Texas.

—Dr. and Mrs. B. F. Ramsey  
are visiting in Clarksdale, Miss.

During THIS COUNTRY are turning towards home as the Christmas season approaches, but patients in military hospitals. Their periods of hospitalisation during the holidays were made brighter, however, as Red Cross workers bring Christmas to them.

William G. Miles, Red Cross Director Patricia Thompson on duty at U. S. Naval Hospital at San Francisco. Miles is the son of the W. C. Miles, Citizen Street, Bay St. Louis, Miss.

## OPEN YOUR ACCOUNT NOW

Insured

## Safety

## Available When

## You Need It

Per Annum Dividend

# PEOPLE'S FEDERAL

## SAVINGS & LOAN ASSOCIATION

## AN INSURED INSTITUTION

**Main St.**  
**Masonic Temple Building**  
**Chas. Traub, Sr.**  
**Vice-President**

**P. J. Treutel**  
President

**Phone 247**  
**Bay St. Louis, Miss.**

**R. E. Traub,**  
Secy-Treas

**Octave W. Delph**  
**Ben F. Hille**

**John J. McDonald**  
**Theo. T. Robin**



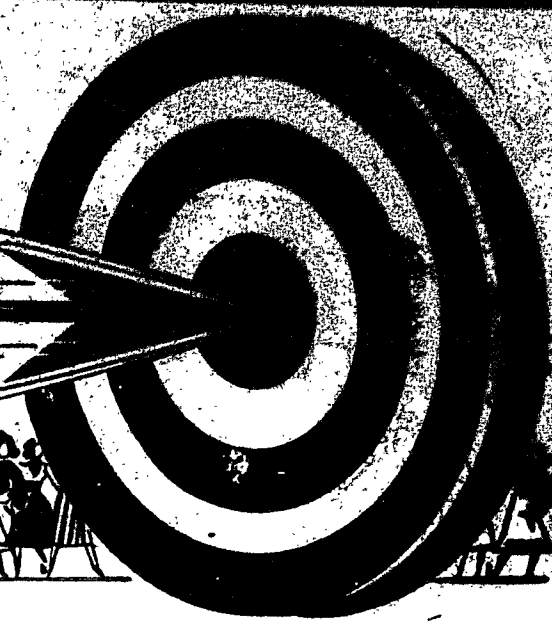




WE'RE SPEARHEADING...

**DOLLARS**

TO YOU!



FREE LOGGNA SAUSAGE	
1 Lb. Free with each purchase	69c
ROAST	45c
CHOPS	45c
SHOULDER CHOPS	29c

FREE SALAMI SAUSAGE	
1 Lb. Free with each purchase	79c
Veal - 5-6 Lb. Avg.	Lb.
RUMP ROAST	39c
Grade A	Lb.
VEAL LOIN STEAKS	49c
Grade A	Lb.
VEAL NO. 7 STEAKS	37c

FREE LUNCH MEAT	
1 Lb. Free with each purchase	79c
Veal	Lb.
CHUCK ROAST	29c
Grade A	Lb.
VEAL ROUNDS	59c
End Cut	Lb.
PORK CHOPS	39c

and Drawn Grade A	Lb.	35c
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ic Hams	Lb.	37c	Bacon Ends	Lb.	25c
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NO. 2 1/2 CAN	POTATOES	23c	DOZEN	ORANGES	15c	EACH	ICE BERG LETTUCE	10c	5 LBS.	U. S. WHITE POTATOES	19c
PINT	MAISE	39c	3 FOR	PINK-MEAT GRAPEFRUIT	25c	EACH	KRISPY CELERY	9c	2 LBS.	U. S. YELLOW ONIONS	9c
4 FOR	OD	49c	2 LBS.	BANANAS	23c	LB.	TOMATOES	23c	2 LBS.	SWEET POTATOES	19c
LB.	RD	18c	LB.	DELICIOUS APPLES	19c	2 FOR	CELLO BAG CARROTS	19c			

LONG GRAIN RICE	3 LBS.	39c
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WILMER'S SPECIAL BLEND COFFEE & CHICKORY	POUND	69c
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SUGAR	5 LBS.	39c
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PET OR SILVER COW MILK	2 CANS	23c
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COCA COLA	6 for 19c	Plus Deposit
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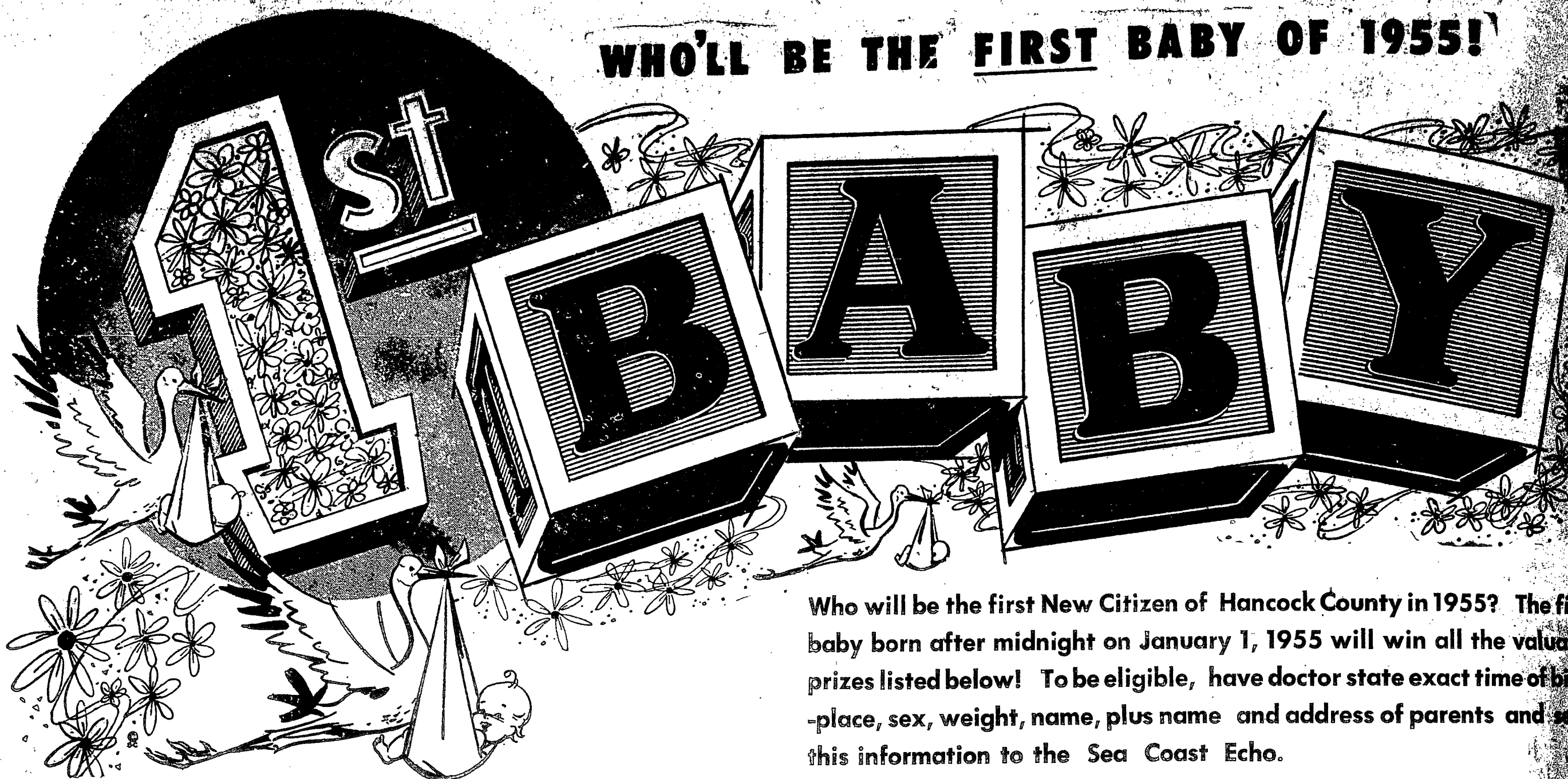
HAPPY AND PROSPEROUS  
NEW YEAR  
TO ALL

THESE PRICES ARE GOOD FRI. - SAT. - MON.  
SHOP AT WILMER'S AND WATCH THE PENNIES YOU SAVE GROW INTO DOLLARS

**WILMER'S** Grocery & Market  
Corner 3rd and Sycamore Phone 9134



# WHO'LL BE THE FIRST BABY OF 1955!



Who will be the first New Citizen of Hancock County in 1955? The first baby born after midnight on January 1, 1955 will win all the valuable prizes listed below! To be eligible, have doctor state exact time of birth - place, sex, weight, name, plus name and address of parents and send this information to the Sea Coast Echo.



**A Healthy Start  
Is Our Prize To  
The First In '55**

The little winner will get a month's supply of our fresh, vitamin-rich milk!

W. A. (Dub) Scarborough  
Crosby Dairy Products



**Baby Oil And A  
Bib To 1955's  
First**

We will present the lucky winner a large bottle of Johnson's Baby Oil and a bib.

Bay Mercantile  
Co.



**The First In '55  
Will Enjoy Our  
Gift - Baby Food**

We will deliver a case of famous-quality baby foods to the winner!

Wilmer's



**Baby's Silver  
Spoon - Our  
Gift**

Our prize will be a family treasure - a silver baby spoon.

Brewster's  
Jewelry



**A Free Photo Of  
'Little '55' Is Our  
Gift To Baby**

Our contest prize is a free portrait of the first baby born in 1955!

Sea Coast Echo



**We'll Wash  
Baby's Clothes  
Free For The  
First Month**

The new mother will enjoy our prize - a month's free laundry service for baby!

Globe Laundry



**Our Gift Will  
Brighten '55's  
New Nursery**

Our shop will present the winner with a pair of adorable nursery pictures.

Sunshine Ice  
Cream Gift Shop



**Announce The  
Big Event With  
Our Prize For  
Baby!**

Fifty clever birth announcement cards will be our gift to the first in '55!

Sea Coast Echo



**The First in '55  
Wins a \$2 Gift  
Order From Us!**

A merchandise order for \$2 worth of infant's needs is our prize!

Fahey's Drug  
Store



**Baby's Shoes Will  
Be Our Free Gift!**

Baby shoes will be presented to the first baby of 1955!

Brown's Dept.  
Store



**Our Gift To The  
Winner Will Be A  
Baby's Jacket**

Little '55 will be off in a beautiful baby jacket.

Engman's Dept. Store



**We'll Give Tiny  
'55 A Head Start  
Toward Thrift!**

We will open a savings account with \$5 for 1955's first little newcomer!

Peoples Federal  
Savings

**Watch The Sea Coast Echo  
For Announcement of The  
Winner of Our First Baby  
Of 1955 Contest**

- 1-Parents of baby must be legal residents of Hancock County. It does not matter where the baby is born.
- 2-A statement must be turned in by a doctor testifying to the exact date, time of birth, place, sex, weight and names of parents and send this information to the Sea Coast Echo.
- 3-The deadline for information concerning the birth of a baby is January 10 at 5 p. m., if there has been no baby born before that time, another deadline will be set.
- 4-After the first baby to be born in Hancock County for 1955 has been selected, the parents of the child can go to any of the merchants listed above to collect the gift.
- 5-The Sea Coast Echo will carry a weekly account of the contest as it progresses.





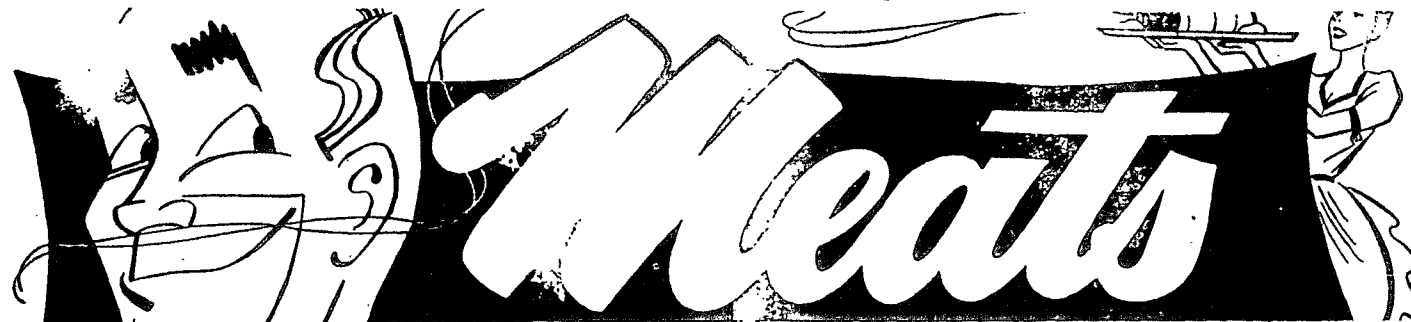
See Coast Echo, Thursday, Dec. 30, 1954

# WARNER'S SEVEN DAY MARKET and GROCERY

ON HIGHWAY 90 AT CARROLL AVENUE

The Demand Was So Great We'll Have To Remain Open Seven Days

(SUNDAYS UNTIL 12 NOON)



Round	50c
IS	32c
oin	
BACON	49c
f Stew	13c
GNA	29c
IVERS	26c
C HAMS	35c
Yard	Dozen
GS	33c

Sliced Bacon	45c
ROAST PORK	38c
Round Steaks	50
Fryers	33c
Wisconsin Old Fashion	
C H E E S E	44c
SIRLOIN STEAKS	50c
T BONE STEAKS	50c
GROUND MEAT	25c

Brookfield

BUTTER

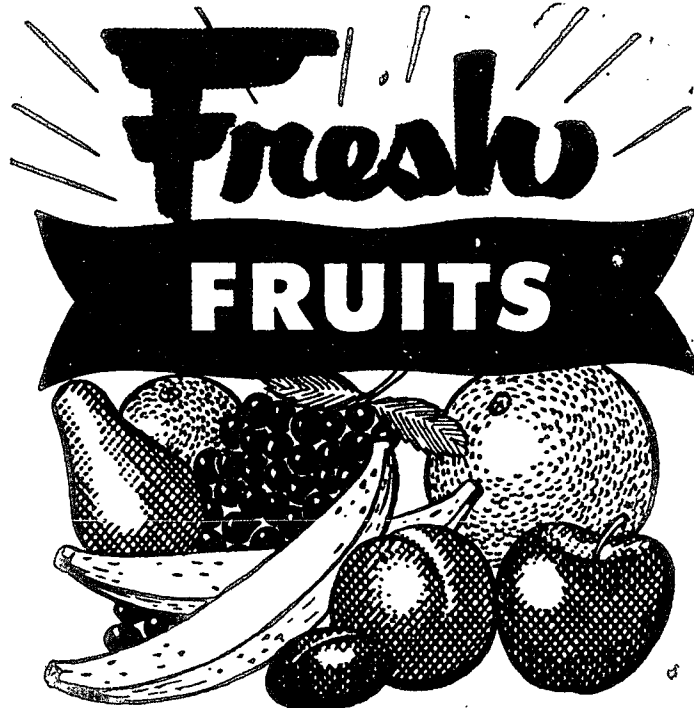
67c

## Hams

Skinned 14 - 16 lbs.	Whole 58c
	Halves 59c
BOILED HAM	98c
REX SMOKED SAUSAGE	38c
MARGERITA OIL	Gallon 69c
PORK CHOPS	48c
KRAFT'S PARKAY MARGARINE	31c
PORK STEW	30c



can carry	2 lbs. for
TOES	22c
CE	10c Head
	10c
SH	10c
CARROTS, Fresh	2 bunches 25c
ANT	2 for 25c
GE, Fresh Green	5c lb.
BERS	5c
S	Each 5c
ONIONS	2 for 15c
atoes	5 lbs. 23c
OWER	15c & 20c
ATOES	Lb. 8c
AS	2 bunches 15c



BANANAS	Lb. 10c
ORANGES, Large	6c each
ORANGES, Small	2c each
LEMONS	Doz. 25c
COCONUTS	9c Each
APPLES	Each 4c
PEARS	2 for 15c
GRAPES	Lb. 14c
LARGE APPLES	each 6c
SATSUMAS	Dozen 25c
GRAPEFRUIT	each 6c
ONIONS, Yellow and Red	Lb. 6c
Dried	Pkg.
PEACHES	33c
Dried	Pkg.
PRUNES	31c



GREEN BEANS	2 for 25c
CARROTS	2 for 25c
SPINACH	2 for 25c
OKRA & TOMATOES	2 for 25c
OKRA	2 for 25c
BEETS	10c
BAKED BEANS	10c
HOMINY	2 for 25c
Large Can	
PORK & BEANS	18c
POTTED MEAT - 3 1/2 oz. can	8c
	Large Can
SAUSAGE IN OIL	37c
CORNED BEEF	45c
VINEGAR	13c
CHICKEN FEED	1.25

We Wish You All A  
Happy New Year



# Review Of Progressive Business, Professional And Civic-Minded People Of Gulfport And Adjacent Coast Territory

This Department Has Been Compiled, Edited and Arranged as a Reflection of Public Opinion By Ralph Voorhees, Jr., As He Saw Conditions. These People Are All Leaders in their Various Lines of Endeavor, and the Cooperation of the many Citizens of Gulfport who helped to make this Department Possible is Appreciated.

## F. R. BEATTIE

F. R. Beattie of Pam's Drive Inn, of Gulfport has proved his progressiveness by constantly adding to and increasing the service which his business has rendered to the public.

The large volume of business handled by this restaurant proves that service to him is not just a word but something to be extended to the people to the fullest extent of his ability.

And in addition to his close attention to business affairs Mr. Beattie has never a man to dodge his civic responsibilities. He fully appreciates the value of good will and has more than his share of that intangible commodity because of the manner in which he meets both his business and civic obligations.

F. R. Beattie has many friends in Gulfport and it is a great pleasure to bring him before our readers in this review of progressive business men. We sincerely wish for him as much success in the future as he already has accomplished in the past.

## F. M. DOBBS

Gulfport and this area are indebted to many citizens who have been active in the rapid progress of the city and who have assisted in making it one of the up-and-coming cities in this area. In telling you about some of the men it is our duty to include Mr. F. M. Dobbs of the Life Ins. Co.

He is entitled to a great deal of credit for his success in both business and civic activities.

Mr. Dobbs deserves a great deal of praise and these few comments are but a just recognition for the many fine things he has done in behalf of the general welfare of Gulfport and the surrounding area.

The honest and successful conduct of his business is but a reflection of his character. We sincerely hope that F. M. Dobbs will continue to serve Gulfport for many more years.

## C. M. BROOKS

In paying tribute to some of the more progressive business and professional men of Gulfport we would be remiss in our duty should we fail to include C. M. Brooks of the Scribbling Bros. Sign Co.

Mr. Brooks is a man who has contributed generously to the welfare of Gulfport and the surrounding area for many miles around. His civic spirit and energy is evident by the many services he has performed and continues to perform in the interest of the people as a whole. No man while enterprise which adds to the benefit of the community as a whole escapes his notice.

C. M. Brooks is a man of wide experience whose many virtues inspire and respect in his business and in his private life. His upright business methods are a credit to his industry and fair play. A community is fortunate to number a man of his type.

## GORDON L. REDD

Because this is a period of growth and expansion for Gulfport, these progressive business men who have the foresight and ability to lay their plans so as to take full advantage of these conditions are entitled to more than ordinary notice. We are glad therefore to pay tribute to Gordon L. Redd of the Redd Bros. Sign Co.

Mr. Redd's persistent optimism and initiative have been the constant source and prosperity of the people of Gulfport and vicinity and characteristics which are the hallmark of our business progress.

## L. E. WARFIELD

A city grows and prospers by reason of public spirited men and women who take an active interest in its development. And Gulfport has its share of these progressive and civic-minded people, and one who is deserving of recognition is friendly, likable Mr. L. E. Warfield of the Lee Warfield Body Shop and Garage.

His business ability coupled with a thorough knowledge of modern factors in maintaining the automotive repair business serves in a prominent business position of the business life of the city.

Mr. Warfield is always ready and willing to contribute his time and energy to the promotion of any project which promises to benefit the community as a whole. His efforts are deserving of commendation and support.

We congratulate 'Lee' Warfield on his past successes and predict that the future will bring still greater successes.

## L. S. SHANNON

Mr. L. S. Shannon of the Shannon Motors Co., Inc., authorized Mercury Sales and Service is a citizen who has helped Gulfport reach a prominent place among the progressive cities in this part of the state. Although he has long been known to many as an exceptionally able and successful business man, he always has been and is still reluctant to accept any recognition for his splendid record in the business world and civic affairs.

Mr. Shannon has become one of the leading automobile dealers in this district.

But we feel the time has come to give L. S. Shannon the public recognition he deserves, even though we know that he will deny that he is deserving of it. His modesty is not assumed. He is so accustomed to doing his share, and more, in making the city progress that it has never occurred to him that he is doing something special. However we want him to know that all in Gulfport are aware of his efforts and appreciate the manner in which he has served Gulfport.

## V. M. TEDFORD

Since we are devoting space in this issue to calling our readers' attention to some of the people who have contributed a great deal toward making Gulfport the up-to-date and forward looking town that it is, we want to tell you a little about V. M. Tedford of the Specialized Printing Co.

Certainly Mr. Tedford is one of Gulfport's most progressive and far-sighted citizens. No community project has been too difficult for him to tackle, and he has given to these civic activities the same intense and skilled effort that has caused him to be so successful in the printing business.

One of his chief goals in life has been to see Gulfport grow into a truly progressive city and he has contributed more than his share toward the achievement of that goal. No one has done more than V. M. Tedford has in forwarding the fine reputation which Gulfport enjoys throughout the state.

## JAMES F. BALLARD

James H. Ballard of the Chas. H. Phillips Company is one of those quiet, unassuming, yet progressive business men of Gulfport who have consistently forged ahead in his business. He also puts his shoulder to the wheel of civic progress whenever concerted help is needed in furthering enterprises promoted for the general betterment of the community.

Mr. Ballard was never a man who was given to making big, idle threats. His methods are those of direct action and whether the problem at hand is one concerning his own business or that of a civic nature, he always has the same attitude. And this is the characteristic of a true leader and his own sense of values and his own sense of duty.

he is almost invariably successful in business or other matters.

We feel it our duty to call the attention of our readers to these worthwhile characteristics of James Ballard, and pay him a well-deserved tribute for his straightforward business methods and for the unselfish interest he has shown in public welfare.

## F. J. REAL

Because this is a period of growth and expansion for Gulfport, those progressive business men who had the foresight and ability to lay plans so as to take advantage of those conditions, are entitled to more than ordinary acclaim. We are glad therefore to pay tribute to F. J. Real of the Paine Supply Co., Inc., for he is becoming a well known figure in the business and civic life of the city.

Mr. Real's persistent optimism and steadfast belief in the continued future prosperity of the people of Gulfport and vicinity are characteristics which are deserving of our highest praise.

F. J. Real has also, always shown a willingness to do his part in civic advancement and has contributed his bit, in one form or another, to projects promoted for the welfare of his city. We believe that a business man of this kind is entitled to our sincere praise, both because he has achieved success in his private affairs and because he is willing to contribute to the public good.

## H. T. REEVES

Gulfport has attained a prominent position in the business and rural life of this section of the state because of the foresight of those men who had the ability to envision the possibilities of the community and the trade area it serves. And a wide-awake, progressive business man who justly should be included in this category is Mr. H. T. Reeves.

Such men have, many times over, proven their worth to the community, both as business men and active workers in the civic betterment and progress of the city. Mr. Reeves earned the good will and respect of his fellow citizens for contributing his bit to the general welfare of the city and the people as a whole.

It is our duty to include H. H. Reeves in that group of progressive and civic-minded people who have done much for Gulfport and to express the wish that he will continue for many years to forge ahead with the success which he has enjoyed in the past.

## JULIA C. BOHANNON

It is always a pleasure to bring to the attention of the public a man or woman who has received much recognition for his or her achievements. It is a special pleasure to tell you about Mrs. Julia C. Bohannon of the Home Builders Supply Co.

Those who know her well are familiar with her fine business reputation and success and with her many efforts to serve her clientele faithfully and successfully.

Mrs. Bohannon is naturally a modest person and has tried to keep herself in the background, but we think it time that those of you who do not know her have a chance to do so through this little article. Those with whom she has been associated in business activities are aware of her unusual ability and her wonderful personality.

Julia Bohannon we want you to know that we are proud of you and that even though we have been slow in honoring you publicly we have for a long time been aware of your worth to your community.

It is not only the fact of a city who continues to be progressive but the women who are its backbone. And of these women Mrs. Bohannon has been a leader in this review of progressive business people and their contribution to the community.

## M. G. HURD

The progress of any community hinges to a great extent upon the activities of the more progressive men in the world of business. This is as true in this locality as in any other sector and local leaders are thus to be congratulated for their part in the general advancement of the area's status. And a progressive business man who should thus be congratulated is Mr. M. G. Hurd of Hurd's Style Shop, who is widely known and universally liked.

Few men have so clearly shown the success possible through the tireless effort and fine contact with the public. He fully deserves that success for which he has worked so hard.

The attainments of Mr. Hurd clearly illustrate the merits of ability grounded in experience and coupled with the added asset of a pleasing and sincere personality.

We compliment M. G. Hurd for the successful management of his business and hope he will have many more years of continued success.

## EMILE J. LACOSTE

Recognized as one of the more progressive business men of Gulfport, Mr. Emile J. Lacoste, Jr., of Lacoste's Inc., performs a real service for people of this city and his contributions to civic betterment are too well known to require repetition in these columns. His personal success has been achieved in a large measure, because he never misses an opportunity to further the service his company renders to the public. A policy

which has and continues to build up good will for the Lacoste Inc., throughout the entire district.

Mr. Lacoste is deserving of praise and this small tribute is but a just recognition for the many services which he has performed in the way of both business and civic activities. Also his reputation for the successful conduct of his business affairs is no greater than his reputation for the honest practices which characterize his every transaction.

We congratulate Emile Lacoste on his splendid record and trust he shall continue to serve the people of Gulfport and vicinity.

## C. W. LOCKETT

A city grows and prospers by reason of the public spirited men and women who take an active interest in its development. Gulfport has its share of these progressive and civic-minded people and one who is deserving of recognition is likable C. W. Lockett of the Lockett Mortuary.

His business ability plus a thorough knowledge of the mortuary services, places him in a prominent position of the business life of the city.

C. W. Lockett has always been ready and willing to contribute his time and energy to the promotion of any project which promises to benefit the community as a whole, and has often sacrificed his personal interests to be of assistance to the city.

We congratulate C. W. Lockett on his past successes and predict that the future will bring him still greater success.

## J. N. & C. H. RANDALL

Ability and progressiveness are both praiseworthy features in any chosen profession. Realizing this many Gulfport people as well as residents of this community regard J. N. and C. H. Randall of the Randall Bros. Construction Co., as true assets to Gulfport.

The Randalls are experts in the construction business. They are untiring in their efforts to maintain their status as one of the leading businesses in Gulfport. They are well-known throughout this entire area and are capable and energetic.

## F. T. FARRELL

Recognized as an authority on Machine Shop problems Mr. F. T. Farrell of Teds Machine Shop in Long Beach, has turned his knowledge to the advantage of the people of Gulfport and vicinity. More than that Mr. Farrell is a man who has always been vitally interested in the civic betterment and progress of the city and backed up his interest by lending assistance, in one form or another, to the successful promotion of many things which have benefited the community as a whole.

He has always been alert to the many opportunities for service and more than ready to recognize and accept his share of civic responsibility.

Because of these things F. T. Farrell has become accepted as a progressive business and civic life of the city and we trust he will continue for many years to serve the people of his city and the surrounding area in his present capacity.

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